

The following listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-8 (Canceled).

Claim 9 (Previously presented): A printer comprising:

- a rotatable supply assembly configured and adapted to store a quantity of a print medium;
- a rotatable take-up assembly configured and adapted to receive the print medium;
- a printhead assembly including a printhead;
- a ribbon supply assembly including a hub assembly, said hub assembly configured and adapted for rotatably receiving a spool having a quantity of ribbon wherein rotation of the spool creates an amount of back tension in the ribbon;
- a ribbon take-up assembly configured and adapted to receive the ribbon; and
- a first motor assembly operatively coupled to said rotatable take-up assembly and said ribbon take-up assembly.

Claim 10 (Previously presented): The printer of claim 9, wherein the hub assembly further includes at least one hub portion and at least one spring, the at least one hub portion and the at least one spring being rotatably mounted on a shaft.

Claim 11 (Previously presented): The printer of claim 10, wherein the at least one spring is a torsion spring.

Claim 12 (Previously presented): The printer of claim 9, wherein the ribbon supply assembly further includes a sensor, the sensor communicating to circuitry in the printer the quantity of ribbon on the spool.

Claim 13 (Previously presented): The printer of claim 9, wherein the ribbon supply assembly further includes a sensor, the sensor communicating to circuitry in the printer the rotational condition of the spool.

Claim 14 (Previously presented): The printer of claim 9, wherein the amount of back tension in the ribbon is proportional to a width of the spool.

Claim 15 (Previously presented): The printer of claim 9, further comprising a mechanism for feeding at least a portion of the print medium independent of the ribbon.

Claim 16 (Previously presented): The printer of claim 15, wherein the mechanism includes a second motor assembly cooperative with a cam assembly for moving the printhead at a predetermined time thereby separating the printhead from the print medium.

Claim 17 (Previously presented): The printer of claim 16, wherein the mechanism further includes a brake assembly configured to stop rotation of the ribbon supply assembly at the predetermined time.

Claim 18 (New): A printer comprising:

a rotatable take-up assembly adapted and configured to receive a quantity of a printing medium;

a rotatable supply assembly;

a printhead assembly;

a motor assembly operatively coupled to said rotatable take-up assembly; and

a media sensing assembly including a sensor and an indicator, said indicator being rotatable relative to said sensor, wherein the indicator includes alternating regions of at least two different reflectivities including alternating regions of black and silver.

Claim 19 (New): The printer of claim 18, wherein the sensor is an infrared sensor.

Claim 20 (New): The printer of claim 18, wherein the sensor produces an output signal, said output signal being communicated to associated circuitry in said printer.

Claim 21 (New): The printer of claim 20, wherein said output signal includes information indicative of the quantity of media in said rotatable supply assembly.

Claim 22 (New): The printer of claim 20, wherein said output signal includes information indicative of the rotation of said rotatable supply assembly.